



Wisconsin - 2009 Fruit Summary

Wisconsin Field Office P.O. Box 8934 · Madison, WI 53708-8934
(608) 224-4848 · (608) 224-4855 FAX · www.nass.usda.gov/wi E-mail: nass-wi@nass.usda.gov
Cooperating with the Wisconsin Department of Agriculture, Trade and Consumer Protection

January 29, 2010

Apples

Wisconsin's apple production in 2009 was down 31 percent from 2008 totaling 43.5 million pounds, with 36.5 million pounds of utilized production. Bearing acres were down 500 acres to 4,200. Yields decreased 1,700 pounds per acre to 10,400. Prices dropped 25 percent to \$0.411 per pound in 2009. Total U.S. production increased 3 percent to 10.0 billion pounds and U.S. apple prices dropped from \$0.232 in 2008 to \$0.228 per pound in 2009. Weather varied throughout the 2009 growing season. Wisconsin growers experienced weather that was too cold, too dry, or too wet at various times throughout the season. Heavy rainfall in October affected local sales.

APPLES: Acreage, Yield, and Value, Selected States, 2009

State	Bearing acreage	Yield per acre 1/	Production		Price per pound	Value of utilized production
			Total	Utilized		
	Acres	Pounds	Million pounds		Dollars	1,000 dollars
WI	4,200	10,400	43.5	36.5	0.411	14,989
MI	38,500	31,200	1,200.0	1,100.0	0.113	124,600
NY	42,000	31,400	1,320.0	1,290.0	0.173	223,630
PA	21,000	23,100	485.0	459.0	0.172	78,856
WA	153,000	35,900	5,500.0	5,500.0	0.253	1,389,575
US	348,400	28,600	9,953.6	9,739.1	0.228	2,222,759

1/Yield is based on total production, which includes unharvested production and fruit harvested, but not sold due to market conditions.

Source: USDA, NASS, WI FO.

Cranberries

Wisconsin cranberry production for 2009 was down 13 percent from the 2008 record high, at 3.95 million barrels. Producers harvested 18,000 acres, an increase of 300 acres. Harvested acres were the highest on record. Yields decreased 15 percent to 219.4 barrels per acre, but were up from 2007. The 220,000 barrels sold on the fresh market brought a price of \$77.70 per barrel. Prices for processing cranberries decreased \$1.80 to \$52.80 per barrel. Total U.S. production was down 14 percent to 6.90 million barrels. Wisconsin producers accounted for 57% of the U.S. crop in 2009. The average U.S. price for cranberries decreased \$5.40 to \$52.40 per barrel. The 2009 growing season was behind normal due to a late spring and a cool summer. July and August were unseasonably cool resulting in lack of berry size and poor color.

CRANBERRIES: Acreage, Yield, Production and Value, Selected States, 2009

State	Harvested	Yield per acre 1/	Production		Utilization		Value	
			Total	Utilized	Fresh	Processed	Per barrel 2/	Total
	Acres		Barrels				Dollars	1,000 Dollars
WI	18,000	219.4	3,950,000	3,950,000	220,000	3,730,000	54.20	214,038
MA	13,000	138.7	1,803,000	1,803,000	83,000	1,720,000	48.80	88,056
NJ	3,100	179.0	555,000	555,000	-	555,000	55.60	30,858
OR	2,700	157.4	425,000	425,000	-	425,000	44.10	18,743
WA	1,700	95.3	162,000	162,000	28,000	134,000	59.80	9,680
US	38,500	179.1	6,895,000	6,895,000	331,000	6,564,000	52.40	361,375

1/Yield is based on total production. 2/Weighted average of co-op and independent sales. Co-op prices represent pool proceeds less returns for processing non-cranberry products, capital stock dividends, capital stock retains, and other retains.

Source: USDA, NASS, WI FO

Tart Cherries

Wisconsin farmers began to recover from the devastating low in 2008 and harvested 10.9 million pounds of tart cherries in 2009, up 94 percent from 2008 and 5 percent from 2007. Yields were up 95 percent to 6,060 pounds per acre. Prices decreased from \$0.350 to \$0.208 per pound in 2009. Total U.S. production increased 39 percent to 352.9 million pounds, while yield was up 38 percent to 9,930 pounds per acre. An early frost hurt a few farms in Door County, but otherwise weather was favorable for the 2009 growing season.

TART CHERRIES: Acreage, Yield, and Value, Selected States, 2009

State	Bearing acreage	Yield per acre 1/	Production		Price per pound			Value of production		
			Total	Utilized	Fresh	Processed	All	Fresh	Processed	All
	Acres	Pounds	Million pounds		Dollars			1,000 dollars		
WI	1,800	6,060	10.9	10.9	0.647	0.199	0.208	129	2,134	2,263
MI	26,000	10,000	260.0	242.0	0.800	0.165	0.166	400	39,805	40,205
NY	1,600	7,000	11.2	10.1	2/	2/	0.243	2/	2/	2,459
UT	3,300	14,200	47.0	34.0	2/	0.240	0.240	2/	8,160	8,160
WA	1,600	10,400	16.7	16.4	2/	2/	0.468	2/	2/	7,670
US	33,550	9,930	352.9	320.5	0.972	0.197	0.200	1,264	62,943	64,207

1/Yield is based on total production. 2/Missing data not published to avoid disclosure of individual operations.

Source: USDA, NASS, WI FO